

**The Effect of Tam Factor on Repurchase Intention in E-Satisfaction  
Mediation on the Millennial Generation: Study on Go-Pay E-Wallet**

**Provitadiaz Wibowo, Nuri Herachwati, Zuyyinah Choirunisa**  
Universitas Airlangga  
provitadiaz.wibowo-2023@pasca.unair.ac.id

**ABSTRACT**

*Every firm in technology industry needs to adapt in the current business environment so they can adapt and survive in the midst of intense competition. Technology Acceptance Model (TAM) is one of the tools that can be used to penetrate the current business environment. The purpose of this study is to analyze the effect of TAM factor on repurchase intention using e-satisfaction as mediating effect. The variable used in this study are security, ease of use, privacy concern, e-satisfaction, repurchase intention. This research use quantitative method using questionnaires. The population used in this study are millennial generation in the city Surabaya who used e-wallet Gopay. The sampling technique in this research is using non probability sampling and consisted of 385 people. Data were analyze using SEM-PLS method. From the result of the study concluded that among all variable were found to have positive and significant effect towards repurchase intention exclude the variable of privacy concern.*

**Keywords:** Security, Ease of Use, Privacy Concern, E-satisfaction, Repurchase Intention

**ABSTRAK**

Setiap perusahaan di industri teknologi perlu beradaptasi dengan lingkungan bisnis saat ini agar dapat beradaptasi dan bertahan di tengah persaingan yang ketat. *Technology Acceptance Model* (TAM) merupakan salah satu alat yang dapat digunakan untuk menembus lingkungan bisnis saat ini. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh faktor TAM terhadap *Repurchase Intention* dengan menggunakan *e-satisfaction* sebagai mediasi. Variabel yang digunakan dalam penelitian ini adalah *security, ease of use, privacy concern, e-satisfaction, repurchase intention*. Penelitian ini menggunakan metode kuantitatif dengan menggunakan kuesioner. Populasi yang digunakan dalam penelitian ini adalah generasi milenial di kota Surabaya yang menggunakan *e-wallet* Gopay. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dan berjumlah 385 orang. Data dianalisis menggunakan metode SEM-PLS. Dari hasil penelitian disimpulkan bahwa diantara semua variabel yang ditemukan berpengaruh positif dan signifikan terhadap *repurchase intention* kecuali variabel *privacy concern*.

**Kata kunci:** Keamanan, Kemudahan Penggunaan, Keamanan Privasi, Kepuasan, Pembelian Kembali.

**INTRODUCTION**

People's consumption patterns began to change following the Covid 19 phenomenon where payment transactions used more cashless or non-cash payments. The use of the E-Wallet application during the Covid-19 pandemic and the enactment

of PPKM and the WFH (Work From Home) policy made people turn into a cashless society. Cashless society is a term that refers to people who in their transactions no longer use physical money, but through digital transfer of financial information. In their daily buying and selling activities, people no longer use real money, but use digital money (Katon & Yuniati, 2020). Research from Databoks mentions Go-pay and OVO as digital wallets with the largest monthly active users in Indonesia in 2020. The total E-wallet users in Indonesia are 63.6 million. Digital wallets, also known as E-wallets, have gained a large market during the Covid-19 pandemic. Lifestyle changes from traditional payments using physical money to electronic money are very visible in the modern generation or what is commonly referred to as the millennial generation, the millennial generation is a modern generation living at the turn of the millennium. The millennial generation, also known as Generation Y, was born between 1981 until 2000.

With many research models that aim to assess the acceptance of a technology in the millennial generation, researchers use the Theory Acceptance Model (TAM) adopted from the Theory of Reasoned Action (TRA) model, which is a person's reaction and perception of something that will determine that person's attitude and behavior (Singh et al., 2020). This theory makes a model of a person's behavior as a function of behavioral goals. The purpose of the behavior is determined by the attitude of the behavior. The reactions and perceptions of E-wallet users will affect their attitude in accepting the use of E-wallet. The TAM model used to explain the behavior of E-Wallet users, namely Security, Ease of Use, Privacy Concerns mediated by E-Satisfaction on the Internet on Repurchase Intentions (Trivedi & Yadav, 2020).

Bank Indonesia (BI) recorded the value of electronic money transactions reaching Rp 20.7 trillion in January 2021. This number increased by 30.7% compared to the previous year of Rp 15.9 trillion. Based on the phenomenon of the number of transactions and the number of users above, the writer chooses E-satisfaction as the research variable. Several studies state that customer satisfaction on the internet (E-satisfaction) influences customers to build strong relationships with E-wallet service providers which indirectly influences users to repurchase (Repurchase Intention) from the same platform. users can make repurchases in the Gopay E-wallet application. Repurchase intention or repurchase intention is the subjective probability that customers will continue to buy the same product and seller (Trivedi & Yadav, 2020).

Millennials consider transactions using E-wallet is safer even though there is still a threat of hacking, therefore the government provides supervisory facilities to oversee the activities of E-wallet companies with the Financial Services Authority (OJK) (Briliana & Ruswidiono, 2021). Previous research has stated that security has a positive effect on the desire to use E-wallet services (Undale et al., 2021). Security is an important factor to maintain customer trust in the digital world. The security of online transactions as well as the reputation of service providers are the main factors that influence users' beliefs about security when conducting financial transactions (Singh et al., 2020).

Security from E-wallet service providers must also take into account the privacy concerns of customers. Research (Annur, Cindy Mutia, 2020) found that data leakage cases often occur in Indonesia, especially for financial products, from a total of 11305 respondents from 34 provinces stating that data leaks often occur in E-wallet financial products. This makes privacy concern an important thing for customers. During online transactions, customers are hesitant to share their personal information due to the lack of transparency on the part of the company. To gain the trust of customers, the E-wallet company must provide the purpose of the customer's personal data information (Trivedi & Yadav, 2020). Privacy Concern is a person's awareness and assessment of the risks associated with privacy violations (Tan et al., 2012).

Millennials think that using E-wallet is more practical and easier to use than paper money because it can pay a transaction up to the exact nominal, for example Rp. 9,999, customers can pay with the appropriate nominal without being excessive, such as paper money having to use ten thousand notes (Briliana & Ruswidiono, 2021). Ease of use is an important part of TAM, "The easier the system is to use, the higher the probability that the technology will be accepted by users" (Davis, 1989). According to Trivedi & Yadav (2020) if a technology is easy to use, it will replace the previous technology. This phenomenon makes researchers want to conduct a study on the Effect of TAM Factors on Repurchase Intention in E-Satisfaction Mediation in Millennial Generation (Study of Go-Pay E-Wallet) which aims to assess the performance of the E-wallet application, namely Go-Pay.

## **RESEARCH METHOD**

The research method used in this study is a quantitative research method. Quantitative research methods use the use of numerical data analysis with statistical techniques that aim to answer statements such as "who", "how much", "what", "where", "when", and "how" (Apuke, 2017). This study uses a quantitative method to test the hypothesis that has been made, namely to analyze the effect of Technology Acceptance Model (TAM) factors on Repurchase Intention in the mediation of E-Satisfaction in the millennial generation (Study of E-Wallet GO-PAY).

This research uses Partial Least Square Structural Equation Modeling (PLS-SEM) method. Structural Equation Modeling (SEM) techniques can be used to examine the relationship of cause and effect by combining factor analysis and path analysis. There are two stages of the SEM technique, namely validation of the measurement model and testing of the structural model. SEM techniques can be used to measure using indicators or parameters that allow researchers to test more deeply and provide more informative, complete, and accurate results (Abdillah et al., 2015). This study uses the Partial Least Square (PLS) method in a quantitative analysis approach. Partial Least Square (PLS) is a multivariate analysis technique that can handle and also as a comparison between the dependent variable and multiple Independents. Partial Least Square (PLS) has the aim of making the best weight component of the endogenous variables to determine the effect of the X and Y

variables and explain the relationship between these variables. Parameters generated by Partial Least Square (PLS) are more robust without changing the sample of the population studied. Partial Least Square (PLS) was measured using SmartPLS (Partial Least Square) software (Abdillah et al., 2015).

The population of this research is the Millennial Generation who are now aged 21-41 years (1980-2000). The population in this study are people who live in the city of Surabaya who have used the Go-Pay application. The sampling technique used in this research is non-probability sampling using purposive sampling method. This sampling technique takes a predetermined number of samples to be able to provide information and according to the desired criteria (Uma Sekaran & Bougie, 2016). The number of samples used based on the population is considered unknown or infinite population so that it uses the Cosenza (1993) formula which results in a total of 385 people using the Gopay E-Wallet. This study uses a primary data measurement scale using an interval scale. There are seven interval scale indicators in answering, namely 1) Strongly disagree 2) Disagree 3) Disagree 4) Neutral 5) Somewhat Agree 6) Agree 7) Strongly agree.

The independent variable used in this study is Security (X1). The definition of Security is an assessment of the extent to which customers are satisfied and believe in the ability of an E-wallet service provider to provide a sense of security and security assurance (Putrevu & Lord, 1994). This variable is measured by 7 indicators as follows (1) Feelings of security, (2) Security guarantees, (3) Feelings of threat, (4) Third party guarantees, (5) Satisfied with security, (6) Reusing because of a sense of security, (7) Reuse because satisfied with safety. The second variable used is Ease of use (X2). The definition of Ease of Use is an assessment of the extent to which customers are satisfied and believe in the convenience provided by the E-wallet application (Davis, 1989). Variable Ease of Use is measured by 7 indicators as follows (1) Easy to learn, (2) Can be controlled, (3) Clear and understandable, (4) Flexible, (5) Easy to use, (6) Satisfied with the ease, (7) Reuse because find it easy. The third variable used is Privacy Concern (X3), Belanger et al. (2002) define privacy concern as the willingness of consumers to share information via the internet that has a direct relationship with service use. Variable Privacy Concern can be measured by 7 indicators as follows (1) Feeling safe providing personal information, (2) Transparency of data use, (3) Having a privacy policy statement, (4) Permitting data use, (5) Guaranteeing user data, (6) Satisfied with the security of personal data, (7) Reuse because of the security of personal data. The fourth variable used is E-satisfaction (Y1), Kim et al (2015) defines satisfaction as one of the important determinants in measuring the success of digital adoption and describes the extent to which individuals gain experience in using services. Variable E-satisfaction can be measured by 6 indicators as follows (1) Feeling happy, (2) Feeling satisfied, (3) Desire to recommend, (4) Exceeding expectations, (5) Reusing because satisfied, (6) Preferring E-satisfaction wallet compared to traditional transactions. The last variable used is Repurchase Intention (Y2), Wang et al. (2020) assesses repurchase intention as a measure of whether service users will return to using services in the future. Variable Repurchase Intention can be measured through 3 indicators as follows

(1) Want to reuse, (2) High desire to reuse, (3) High consumption frequency. This study has 7 hypotheses which will later be tested using SEM-PLS:

- H1: Security affects Repurchase Intention
- H2: Ease of Use affect Repurchase Intention
- H3: Privacy Concern affects Repurchase Intention
- H4: E-satisfaction affects Repurchase Intention
- H5: E-Satisfaction mediates the relationship between Security and Repurchase Intention
- H6: E-Satisfaction mediates the relationship between Ease of Use and Repurchase Intention Security affects Repurchase Intention
- H7: E-satisfaction mediates the relationship between Privacy Concern and Repurchase Intention

**RESULT AND DISCUSSION**

**Validity Test (Outer Loading)**

Data from table 1 shows that the outer loading value of each of the above variable indicators has a value > 0.7. Average Variance Extracted (AVE) of each variable also shows a value > 0.5. The indicators X2.1, X2.4, Y1.1 are close to the standard but the AVE already meets the standard > 0.5. Based on the data above, it can be concluded that the indicators used in this study have met convergent validation and can measure the variables studied conceptually.

**Table 1. Validity Test**

Variable	Indikator	Outer Loading	Ave
Security	X1.1	0,809	0,609
	X1.2	0,798	
	X1.3	0,784	
	X1.4	0,744	
	X1.5	0,761	
	X1.6	0,782	
Ease Of Use	X2.1	0,698	0,609
	X2.2	0,714	
	X2.3	0,755	
	X2.4	0,656	
	X2.5	0,757	
	X2.6	0,733	
	X2.7	0,754	
Prvacy Concern	X3.2	0,768	0,596
	X3.3	0,776	
	X3.4	0,742	
	X3.6	0,801	
E-Satisfaction	Y1.1	0,696	0,558

	Y1.2	0,745	
	Y1.3	0,740	
	Y1.4	0,736	
	Y1.5	0,788	
	Y1.6	0,776	
Repurchase Intention	Y2.1	0,860	0,702
	Y2.2	0,844	
	Y2.3	0,808	

**Reability Test**

**Table 2. Reability Test**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>X1 SECURITY</b>	0,871	0,903
<b>X2 EASE OF USE</b>	0,849	0,885
<b>X3 PRIVACY CONCERN</b>	0,774	0,855
<b>Y1 E-SATISFACTION</b>	0,841	0,883
<b>Y2 REPURCHASE INTENTION</b>	<b>0,787</b>	<b>0,876</b>

Based on the table above, it shows that combach's alpha of each variable has a value greater than  $> 0.6$  where in combach's alpha the accepted value is 0.6, this value is considered to indicate acceptable reliability. (Ursachi et al., 2015). In this study, each variable shows the results of the composite reliability value above  $> 0.7$ , so it can be concluded that all variables in this study are reliable.

**R-square (Inner Model)**

When evaluating the structural (inner) model, the first step is to see the results of the R Square ( $R^2$ ) value. The following is the result of the R Square ( $R^2$ ) value obtained from the processing using the SmartPLS (Partial Least Square) 3.0 software:

**Table 3. R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Y1 E-SATISFACTION</b>	0,676	0,673
<b>Y2 REPURCHASE INTENTION</b>	0,666	0,662

The result of the value of R Square ( $R^2$ ) on E-satisfaction is 0.676 which means Security, ease of use, Privacy concern, has an effect of 67.6% on Gopay's E-wallet in Surabaya, while variables not described in this study affect E-satisfaction of 22.4%. The value of R Square ( $R^2$ ) on Repurchase intention is 0.666 which explains that Security, ease of use, Privacy concern, and E satisfaction have an effect of 66.6% on Gopay's E-wallet in Surabaya, while the variables not described in This study affects the repurchase intention of 47.8%.

**Q- Square (Q<sup>2</sup>)**

Q Square is used to assess the accuracy of predictions. If the results of the Q Square assessment (Q<sup>2</sup>) > 0 it can be concluded that the model is in accordance with predictive relevance, but if the results of the Q Square assessment are < 0 then it can be interpreted that the model cannot show predictive relevance (Joseph F Hair, 2014). Here are the results of the Q Square (Q<sup>2</sup>) test:

**Table 4. Q-Square**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1- SSE/SSO)</b>
<b>X1 SECURITY</b>	2310,000	1273,525	0,449
<b>X2 EASE OF USE</b>	2695,000	1711,656	0,365
<b>X3 PRIVACY CONCERN</b>	1540,000	1035,266	0,328
<b>Y1 E-SATISFACTION</b>	2310,000	1432,315	0,380

The coefficient value of the influence of Security on Repurchase intention is 0.133 and it can be interpreted that security has a good relationship with Repurchase intention. If it is seen based on the value of t-s statistics, it is 2.299 where the value of t-statistics is > 1.96. Based on these results, it can be concluded that the first hypothesis is accepted by Security and has a significant effect on repurchase intention in using Gopay's e-wallet in the city of Surabaya. The security factor in using the E-wallet application is one of the factors considered to be able to influence the attitude of individuals in responding and transacting using the E-wallet application. People's consumption patterns have begun to change following the Covid 19 phenomenon where payment transactions are mostly using cashless or non-cash payments. . This can be interpreted that the Security variable of the Gopay E-wallet application can provide a sense of security to individuals in transactions during the Covid 19 pandemic. The use of the Gopay E-wallet application has increased drastically during the pandemic so that customers are willing to make purchases again.

This is also supported by research conducted by (Trivedi & Yadav, 2020) which states that Security shows a positive effect on repurchase intention. This study shows that Generation Y in India considers the security factor as an important factor in using the E-wallet application so that they want to repurchase intention. However, there are differences in results with research conducted by (Hadikusuma & Jaolis, 2019) which uses the OVO E-wallet application as a research center, this research was conducted on students of the Faculty of Business and Economics, Petra Christian University. This study states that security does not have a positive effect on Continue use intention. These results indicate that the security factor is not an important factor in influencing the attitude of the students of the Faculty of Business and Economics at Petra Christian University to continue using mobile payment OVO.

**Table 5. Hypothesis Test**

	Hipotesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Keterangan
X1 SECURITY -> Y2 REPURCHASE INTENTION (H1)	Security berpengaruh terhadap Repurchase Intention	0,133	2,299	0,022	Supported
X2 EASE OF USE -> Y2 REPURCHASE INTENTION (H2)	Ease of Use berpengaruh terhadap Repurchase Intention	0,160	2,662	0,008	Supported
X3 PRIVACY CONCERN -> Y2 REPURCHASE INTENTION (H3)	Privacy Concern berpengaruh terhadap Repurchase Intention	-0,013	0,202	0,840	Not Supported
Y1 E-SATISFACTION -> Y2 REPURCHASE INTENTION (H4)	E-satisfaction berpengaruh terhadap Repurchase Intention	0,595	9,741	0,000	Supported
X1 SECURITY -> Y1 E-SATISFACTION (H5)	E-Satisfaction memediasi hubungan antara Security dan Repurchase Intention.	0,238	3,355	0,001	Supported
X2 EASE OF USE -> Y1 E-SATISFACTION (H6)	E-Satisfaction memediasi hubungan antara Ease of Use dan Repurchase Intention	0,363	5,456	0,000	Supported
X3 PRIVACY CONCERN -> Y1 E-SATISFACTION (H7)	E-satisfaction memediasi hubungan antara Privacy Concern dan Repurchase Intention	0,321	5,616	0,000	Supported

**Table 6. Indirect Effect**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Keterangan
X1 SECURITY -> Y1 E-SATISFACTION -> Y2 REPURCHASE INTENTION	0,141	2,993	0,003	Supported
X2 EASE OF USE -> Y1 E-SATISFACTION -> Y2 REPURCHASE INTENTION	0,216	5,020	0,000	Supported
X3 PRIVACY CONCERN -> Y1 E-SATISFACTION -> Y2 REPURCHASE INTENTION	0,191	4,935	0,000	Supported

The coefficient value of the influence of Security on Repurchase intention is 0.133 and it can be interpreted that security has a good relationship with Repurchase intention. If it is seen based on the value of t-s statistics, it is 2.299 where the value of t-statistics is > 1.96. Based on these results, it can be concluded that the first hypothesis is accepted by Security and has a significant effect on repurchase intention in using Gopay's e-wallet in the city of Surabaya. The security factor in using the E-wallet application is one of the factors considered to be able to influence the attitude of individuals in responding and transacting using the E-wallet application. People's consumption patterns have begun to change following the Covid 19 phenomenon where payment transactions are mostly using cashless or non-cash payments. . This can be interpreted that the Security variable of the Gopay E-wallet application can provide a sense of security to individuals in transactions during the Covid 19 pandemic. The use of the Gopay E-wallet application has increased drastically during the pandemic so that customers are willing to make purchases again.

This is also supported by research conducted by (Trivedi & Yadav, 2020) which states that Security shows a positive effect on repurchase intention. This study shows that Generation Y in India considers the security factor as an important factor

in using the E-wallet application so that they want to repurchase intention. However, there are differences in results with research conducted by (Hadikusuma & Jaolis, 2019) which uses the OVO E-wallet application as a research center, this research was conducted on students of the Faculty of Business and Economics, Petra Christian University. This study states that security does not have a positive effect on Continue use intention. These results indicate that the security factor is not an important factor in influencing the attitude of the students of the Faculty of Business and Economics at Petra Christian University to continue using mobile payment OVO.

### **H1: Security affect Repurchase Intention**

The coefficient value of the effect of Ease of Use on Repurchase Intention is 0.160 and it can be interpreted that Ease of Use has a good relationship with Repurchase Intention. When viewed based on the t-statistics value, which is 2.662, it can be concluded that the t-statistics value is  $> 1.96$ . Based on these results, it can be said that the second hypothesis is accepted because Ease of Use has a significant effect on Repurchase Intention in using Gopay's E-wallet in the city of Surabaya. The convenience factor in using the E-wallet application is one of the factors considered to be able to influence the attitude of individuals in responding and transacting using the E-wallet application. The age range of this research is the millennial generation who are at the age of 21-41 which makes this generation already exposed to the world of technology from an early age, so learning a new form of technology is not difficult. This can make the ease of use variable from the Gopay E-wallet application able to provide a sense of convenience to individuals in transacting.

This is also supported by research conducted by (Trivedi & Yadav, 2020) which states that Ease of Use shows a positive effect on repurchase intention. This study shows that generation Y in India considers the ease of use factor as an important factor in using the E-wallet application so that they are willing to repurchase intention. Other studies also mention that the ease of use variable also has a significant effect on the acceptance of new technology (Padmawidjaja et al., 2020). Research from (Ashfaq et al., 2019) also shows that the Ease of Use variable has a significant effect on Repurchase Intention.

### **H2 : Ease of Use affect Repurchase Intention**

The coefficient value of the effect of Privacy Concern on Repurchase intention is -0.010 and it can be interpreted that Privacy Concern does not have a good relationship with Repurchase intention. Meanwhile, if viewed from the value of t-statistics is 0.202 so it can be concluded that the value of t-statistics  $< 1.96$ . Based on these results, it can be said that the third hypothesis is rejected because Privacy Concern has no significant effect on Repurchase Intention in using the Gopay E-wallet in the city of Surabaya.

The Privacy Concern factor in using the E-wallet application is not an important factor and cannot influence the attitude of individuals to be able to make a repurchase. Therefore, the Privacy Concern factor does not significantly support the

Repurchase Intention variable. Other studies also mention that internet users are more familiar with security technology, they easily recognize features such as encryption keys. Because this security characteristic guarantees almost total privacy so the importance of privacy for this user is lower (Roca et al., 2009). However, in another study, the Privacy Concern variable had a significant effect on repurchase intention (Trivedi & Yadav, 2020). Other studies have also noted that Privacy Concern affects technology acceptance (TAM) (Dhagarra et al., 2020)

### **H3 : Privacy Concern affects Repurchase Intention**

The coefficient value of the effect of E-satisfaction on Repurchase Intention is 0.592 so it can be interpreted that E-satisfaction has a good relationship with Repurchase Intention. If it is seen from the t-statistics value of 9.741, it can be concluded that the t-statistics value  $> 1.96$  it can be stated that the fourth hypothesis is accepted because E-satisfaction has a significant effect on Repurchase Intention in using Gopay's E-wallet in the city of Surabaya. People's consumption patterns are starting to change. following the Covid 19 phenomenon where more payment transactions use cashless or non-cash payments. Cashless payments can increase the use of the Gopay application; therefore satisfaction is a major factor in achieving repurchase.

The description of respondents' answers in this study stated that 48.6% of respondents used the Gopay E-wallet application in the last 1 month with a frequency of transactions 4-7 times as a medium user and 28.8% of respondents used the Gopay E-wallet application in the last 1 month. with a transaction frequency of more than 7 times as a heavy user. This shows that the frequency of using Gopay's E-wallet during the pandemic is more due to cashless payments, therefore if customers are satisfied, they will make a purchase again. This statement can be interpreted that the E-satisfaction variable from the Gopay E-wallet application can give satisfaction to individuals in transactions during the Covid 19 pandemic, so they want to use them again.

This is also supported by research conducted by (Trivedi & Yadav, 2020) which states that E-satisfaction is an important factor that affects repurchase intention. This study shows that Generation Y in India considers the E-satisfaction factor as an important factor in using the E-wallet application so that they want to repurchase intention. Another study also found a similar thing that E-satisfaction significantly affects repurchase intention (Maruli et al., 2021).

### **H4 : E-satisfaction affects Repurchase Intention**

When using the E-wallet application, what is needed is usability to make transactions more secure. Based on the results of the t-statistics test between X1 E-satisfaction and Y2 Repurchase Intention with mediation Y1 E-satisfaction the resulting value of 2,993 can be concluded that the relationship between the variable Security and Repurchase Intention with mediation E-satisfaction has a significant relationship because the value is  $>1.96$  Security has a significant effect on Repurchase

Intention through the mediation of E-satisfaction. Based on these results, it can be said that the fifth hypothesis is accepted because Security has a significant effect on E-satisfaction in using Gopay's E-wallet in the city of Surabaya.

The results of this study also show that the mediating variable E-Satisfaction mediates between Security and Repurchase Intention. The same result was also found in a study (Trivedi & Yadav, 2020) which states that E-satisfaction fully mediates between Security and Repurchase Intention. Other studies also mention that the Security variable significantly affects E-satisfaction (Altobishi et al., 2018).

#### **H5: E-Satisfaction mediates the relationship between Security and Repurchase Intention**

When using the E-wallet application, what is needed is the convenience of transacting. Based on the results of the t-statistics test between X2 Ease of Use and Y2 Repurchase Intention with mediation Y1 E-satisfaction the resulting value of 5.020 can be concluded that the relationship between the variables Ease of Use and Repurchase Intention with mediation E-satisfaction has a significant relationship because this value  $>1.96$  Ease of Use has a significant effect on Repurchase Intention through E-satisfaction mediation. Based on these results, it can be said that the sixth hypothesis is accepted because Ease of Use has a significant effect on E-satisfaction in using Gopay's E-wallet in the city of Surabaya.

The results of this study also show that E-satisfaction mediates between Ease of Use and Repurchase Intention. Because individuals tend to find it easy to use the Gopay E-wallet application so that users feel satisfied so they want to make a repeat purchase. This is supported by (Trivedi & Yadav, 2020) which states that E-satisfaction fully mediates between the ease of use and Repurchase Intention variables. Research from (Altobishi et al., 2018) also adds that Ease of use is a significant factor in E-satisfaction. However, research from (Ashfaq et al., 2019) found no significant relationship between the variables Ease of Use and Repurchase Intention with E-satisfaction mediation.

#### **H6 : E-Satisfaction mediates the relationship between Ease of Use and Repurchase Intention**

When using the E-wallet application, what is needed is privacy security to make transactions more secure. Based on the results of the t-statistics test between X3 Privacy Concern and Y2 Repurchase Intention with mediation Y1 E-satisfaction the resulting value of 4.935 can be concluded that the relationship between the variables Privacy Concern and Repurchase Intention with mediation E-satisfaction has a significant relationship because the value is  $>1.96$  Privacy Concern has a significant effect on Repurchase Intention through the mediation of E-satisfaction. Based on these results, it can be said that the seventh hypothesis is accepted because Privacy Concern has a significant effect on E-satisfaction in using Gopay's E-wallet in the city of Surabaya.

---

The results of this study indicate that E-satisfaction mediates between Privacy

Concern and Repurchase Intention because individuals tend to worry about the security of their personal data, if users are satisfied with the security of their personal data, they will make a purchase again. However, research from (Trivedi & Yadav, 2020) found that E-satisfaction did not significantly mediate between the variables Privacy Concern and Repurchase Intention.

**H7: E-Satisfaction mediates the relationship between Privacy Concern and Repurchase Intention**

**CONCLUSION**

Transacting through the Gopay E-wallet application is a payment tool that is on the rise in Indonesia. The Covid 19 pandemic has changed consumer spending habits, with the Covid 19 pandemic turning traditional transactions into cashless transactions. The conclusions from this study indicate that:

1. Security has a positive effect on Repurchase Intention. So, the first hypothesis (H1) is accepted.
2. Ease of Use has a positive effect on Repurchase Intention. So, the second hypothesis (H2) is accepted.
3. Privacy Concern does not have a positive effect on Repurchase Intention. So, the third hypothesis (H3) is rejected.
4. E-satisfaction has a positive effect on Repurchase Intention. So, the fourth hypothesis (H4) is accepted.
5. E-satisfaction mediation has a positive influence between Security and Repurchase Intention. So, the fifth hypothesis (H5) is accepted.
6. E-satisfaction mediation has a positive effect between Ease of Use on Repurchase Intention. So, the sixth hypothesis (H6) is accepted.
7. E-satisfaction mediation has a positive effect between Privacy Concern and Repurchase Intention. So, the seventh hypothesis (H7) is accepted.

Based on this research, it can be concluded that TAM Factors has a positive influence on Repurchase Intention. It is important to know that during the Covid 19 pandemic, the use of the Gopay E-wallet application has an impact because it helps individuals shop more safely and easily. Based on the results of this study, it is very important for Gopay E-wallet application managers to know the role of TAM Factors on Repurchase Intention by mediating E-satisfaction from users to be implemented into the Gopay E-wallet application.

**REFERENCES**

- Abdillah et al. (2015). *Partial Least Square (PLS) Alternatif Structural equation Modeling (SEM) dalam Penelitian Bisnis*.
- Altobishi, T., Erboz, G., & Podruzsik, S. (2018). E-Banking Effects on Customer Satisfaction: The Survey on Clients in Jordan Banking Sector. *International Journal of Marketing Studies*, 10(2), 151.

<https://doi.org/10.5539/ijms.v10n2p151>

- Annur, Cindy Mutia, M. A. R. (2020). Keamanan, Faktor Pertimbangan Utama Konsumen Memilih Layanan Pembayaran Digital | Databoks. *Databoks*, 2020. <https://databoks.katadata.co.id/datapublish/2020/10/28/keamanan-faktor-pertimbangan-utama-konsumen-memilih-layanan-pembayaran-digital>
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2). <https://doi.org/10.1177/2158244019846212>
- Briliana, V., & Ruswidiono, W. (2021). *Why Do Millennials Use E-Wallets? (A Case Study in Jakarta)*. 576(Icstms 2020), 313–317.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3). <https://doi.org/10.2307/249008>
- Dhagarra, D., Goswami, M., & Kumar, G. (2020). Impact of Trust and Privacy Concerns on Technology Acceptance in Healthcare: An Indian Perspective. *International Journal of Medical Informatics*, 141(April), 104164. <https://doi.org/10.1016/j.ijmedinf.2020.104164>
- Hadikusuma, S. (Steven), & Jaolis, F. (Ferry). (2019). Pengaruh Social Influence, Perceived Usefulness, Dan Perceived Security Terhadap Continue Use Intention Aplikasi Mobile Payment Ovo Melalui Attitude Towards Using Mobile Payment Sebagai Variabel Intervening Di Kalangan Mahasiswa Fakultas Bisnis Dan Ekonom. *Agora*, 7(2), 287242. <https://www.neliti.com/publications/287242/>
- Katon, F., & Yuniati, U. (2020). FENOMENA CASHLESS SOCIETY DALAM PANDEMI COVID-19 (KAJIAN INTERAKSI SIMBOLIK PADA GENERASI MILENIAL). *JURNAL SIGNAL*, 8(2). <https://doi.org/10.33603/signal.v8i2.3490>
- Kim, M., Chang, Y., Park, M. C., & Lee, J. (2015). The effects of service interactivity on the satisfaction and the loyalty of smartphone users. *Telematics and Informatics*, 32(4), 949–960. <https://doi.org/10.1016/j.tele.2015.05.003>
- Maruli, S., Pandiangan, T., Resmawa, I. N., & Simanjuntak, O. D. P. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute (BIRCI-Journal) : Humanities*, 4(4), 7785–7791.
- Padmawidjaja, L., Sutrisno, T. F. C. W., & Setiani, N. (2020). Student Preference Towards Ovo As a Cashless Payment Facility (Study At Students of Faculty of

- Business in Surabaya City). *Jurnal Aplikasi Manajemen*, 18(3), 548–554. <https://doi.org/10.21776/ub.jam.2020.018.03.15>
- Putrevu, S., & Lord, K. I. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2), 77–91. <https://doi.org/10.1080/00913367.1994.10673443>
- Roca, J. C., García, J. J., & de la Vega, J. J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Information Management and Computer Security*, 17(2), 96–113. <https://doi.org/10.1108/09685220910963983>
- Singh, S., Sahni, M. M., & Kovid, R. K. (2020). What drives FinTech adoption? A multi-method evaluation using an adapted technology acceptance model. *Management Decision*, 58(8), 1675–1697. <https://doi.org/10.1108/MD-09-2019-1318>
- Tan, X., Qin, L., Kim, Y., & Hsu, J. (2012). Impact of privacy concern in social networking web sites. *Internet Research*, 22(2), 211–233. <https://doi.org/10.1108/10662241211214575>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence and Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Uma Sekaran, & Bougie, R. (2016). 濟無No Title No Title. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Undale, S., Kulkarni, A., & Patil, H. (2021). Perceived eWallet security: impact of COVID-19 pandemic. *Vilakshan - XIMB Journal of Management*, 18(1), 89–104. <https://doi.org/10.1108/xjm-07-2020-0022>
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, 20(15), 679–686. [https://doi.org/10.1016/s2212-5671\(15\)00123-9](https://doi.org/10.1016/s2212-5671(15)00123-9)